

CLAIMS

What is claimed is:

1 1. A system for providing discretionary viewing control in displaying data,
2 comprising:
3 a display for displaying data, the display comprising a plurality of pixels; and
4 an integrated circuit in connection with said display for processing said data,
5 said data including at least first and second portions of data that are
6 linked together, the first portion including payload data and the second portion including
7 metadata,
8 said payload data providing content to each pixel of the plurality of
9 pixels at the display independently and said metadata has a value selected from a predefined set
10 of values and identifies each pixel at the display independently;
11 whereby the processable pixels at the display are classified according to a
12 particular metadata value selected from the predefined set of values.

1 2. The system claim 1, wherein the integrated circuit comprises a filter for
2 one of blocking and obscuring the content of each of the plurality of pixels that has a metadata
3 value that exceeds a discretionary threshold value without preventing the display of the content of
4 the plurality of pixels that does not have a metadata value that exceeds the discretionary threshold
5 value.

1 3. A method for providing discretionary viewing control in displaying data,
2 comprising:
3 providing a display comprising a plurality of pixels;
4 receiving data;
5 said received data including at least first and second portions of data that
6 are linked together, the first portion including payload data and the second portion including
7 metadata,
8 said payload data providing content to each pixel of the plurality of
9 pixels at the display independently, and said metadata identifying each respective pixel at the
10 display independently, said identifying comprising classifying each respective pixel according
11 to a metadata value selected from a predefined set of values;
12 supplying said received data to an integrated circuit in connection with the
13 display; and
14 processing the content for each respective pixel based on the identification of
15 each respective pixel.

1 4. The method of claim 3, further comprising one of blocking and obscuring
2 the content of each of the plurality of pixels that has a metadata value exceeding a discretionary
3 threshold value, and displaying the content of the remaining plurality of pixels that are not
4 blocked or obscured.

1 5. The method of claim 3, wherein the display is a display on a wireless
2 terminal, and the step of supplying data to the display comprises supplying said data to the display
3 on the wireless terminal.

1 6. A method for metering visibility of an advertisement, comprising:
2 providing a display with a plurality of pixels;
3 receiving data,
4 said received data including at least first and second portions of data that
5 are linked together, the first portion including payload data and the second portion including
6 metadata,
7 said payload data providing content to each of the plurality of pixels of
8 the display independently, and said metadata identifying each respective pixel of the display
9 independently, said identifying comprising classifying each respective pixel according to a
10 particular metadata value selected from a predefined set of values;
11 supplying said received data to an integrated circuit in connection with the
12 display;
13 processing the content for each respective pixel based on the identification of
14 each respective pixel; and
15 periodically metering the number of pixels classified as advertisement by the
16 metadata.

1 7. The method of claim 6, wherein the metering step comprises determining
2 an advertising fee to charge to the advertiser based on the metering of the displayed portion of the
3 advertisement.

1 8. The method of claim 7, wherein the advertisement comprises a portion that
2 is not displayed, and the method further comprises charging the advertising fee based on the
3 metered number of pixels that display the pixels classified as the advertisement multiplied by the
4 length of time that the pixels classified as the advertisement are displayed without charging for the
5 portion of the advertisement that is not displayed.

1 9. A method for providing an incentive to a player of a game, comprising;
2 providing a display having a plurality of pixels;
3 supplying data to an integrated circuit in connection with the display,

4 said data including at least first and second portions of data that are
5 linked together, the first portion including payload data and the second portion including
6 metadata,

7 said payload data providing content to each of the plurality of pixels of
8 the display independently, and said metadata identifying each respective pixel of the display
9 independently, said identifying comprising classifying each respective pixel according to a
10 metadata value selected from a predefined set of values;

11 processing the content for each respective pixel based on the identification of
12 each pixel;
13 opening a non-game item in response to a player activation of any of the pixels
14 specified belonging to a non-game class; and
15 awarding a reward to the player upon viewing the non-game item.

1 10. The method of claim 9, wherein the non-game item comprises an
2 advertisement.

3 11. The method of claim 10, wherein the step of awarding the reward
4 comprises increasing the reward awarded based on the total number of the pixels classified as the
5 advertisement as identified by the metadata.

6 12. The method of claim 10, wherein the step of awarding the reward
7 comprises increasing the reward awarded based on the length of time the pixels display the
8 advertisement as identified by the metadata.

9 13. The method of claim 9, wherein the game is a game played collaboratively
10 by at least two players on the Internet.

11 14. A data frame to be processed in an integrated circuit and displayed pixel-
12 wise, comprising:

3 at least first and second portions of data that are linked together, the first portion
4 including payload data and the second portion including metadata;
5 said payload data providing content to each pixel of a display independently, and
6 said metadata identifying each pixel of the display independently, said identifying comprising
7 classifying each pixel according to a metadata value selected from a predefined set of values.

1 15. The data frame of claim 14, wherein the content comprises multiple
2 channels of content.

3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65
66
67
68
69
70
71
72
73
74
75
76
77
78
79
80
81
82
83
84
85
86
87
88
89
90
91
92
93
94
95
96
97
98
99
100